

Lobbying Made Easy

Just follow the Step by Step Instructions

For the Next Twelve Pages

and

Watch New State Laws Enacted

Before Your Eyes

Taught by the Chief Lawmaker in the Texas Senate

Guaranteed to Work 100% of the Time

Includes Sample Letters

Timetable of Events

Source Directory

July 18, 1994

To: All

From: Herman Ohme

Re: Easy to understand and follow instructions on most effective methods to lobby local, state, and federal government to have laws changed or enacted.

This package should make it simple to understand and follow what the overall game plan is, what each person's responsibility is, the timetable of events, sample letters and mailers to legislators and very key staff members (Leslie Lemon- Chief of Staff for Speaker of the House Pete Laney).

Please write your own personal story in the most compelling way you can but don't hesitate to use any of my letters as a guide. They are not that well written but the letters and the phone calls have certainly worked for me.

Although, these letters and this package are tailored for the Texas legislative session, this same format could be used in any state.

Illinois has used these press bulletins very effectively and it should be tried in each market. If just one radio, newspaper, or television picks it up, it can be recorded and used in you "bag of tricks", plus it will further educate the public.

Herman Ohme

Herman W. Ohme

This package contains all the
necessary timetables, articles,
and announcements that you
will need. Everything is covered
that you will need, and it is
explained in very easy to
understand language.

** The other states will need to
substitute their own
list of members of Senate &
House, Maps, and Health
Committee Membership for
Senate & House. You decide
on your own video tapes and
then GET STARTED.

10706 Janet Lee
San Antonio, Texas 78230
*(Before sending fax, please call first)
Phone/Fax (210) 344-5699

Basic Information You Must Know Before you Begin

Timetable of Events

Before November, you must have everything in place and every worker assigned to their particular task for their districts. (Example: The letter writers will have sample letters to follow with suggested articles or material to enclose to each legislator in each district).

The first real effort to educate and inform each lawmaker in your region and state should begin after the November elections, when we are certain which incumbents will be returning. Follow your local elections carefully and learn all you can about any newly elected Senators and House Members from your districts that your group will be responsible for.

Between November elections and January 1st, send out some light but informative educational material to each legislator. **But please don't be shy about getting our story out now. I've done it for a year.**

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By phone, find out which staff member for each legislator is the key decision maker and has the greatest influence over that particular law-maker. The key staff members are the people who you really need to get close to and educate as they act as filters and insulators for different special interest groups, they determine which are major issues that the Senator or House Member must be informed about. (Example: See House Health Committee Member Glen Maxey's letter to Tim Schauer after receiving my invitation to hear Richard Ofshe and learning of proposed FMS legislation. He assigned his staff member Tim Brown to get information from Senate Committee. This response opened a window for me to call and get to know staff member Brown & Rep. Maxey and send them the Barden audio tape with the Paul Harvey AMA announcement on it.

I did the same thing with a response from House Committee Member Leticia Van de Putte. It gave me the chance to tell her how this therapy was hurting the credibility of the real victims of child abuse and the credibility of the entire legitimate mental health professionals.

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I told her about three well known high profile and respected psychiatrist who are very active in their support for us and all have agreed to testify before her committee. (See: Letters and use as sample to your people)

Results: Both of very these key members of the House Human Services Committee will be our biggest supporters of this FMS Bill and will influence other members of the committee that are not as informed as they now are.

*** Rep. Maxey had introduced the statute of limitations extension bill for the victims of abuse last session (patients of RMT), and now he will be one of our strongest supporters. That's a 180% turn, any way you cut it, and it all started with an invitation to hear Richard Ofshe speak.

After January 1st - We Start Our Assault

January 1st is our D-Day and we begin our attack by calling, writing, faxing, phoning, and personally meeting each legislator we can, but

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safe and effective for public consumption and no informed consent is been given before therapy begins.

Be sure to mention that the AMA came out 10 years ago warning about the hazards of RMT and that memories induced during this therapy would be false and dangerous to patient.

***Therapists ignored this 10 year old AMA warning and practiced RMT anyway, in spite of this stern warning against it by the AMA.

Ask each of them, in what other form of medical practice can a mildly depressed patient walk through the front door and leave 5 years later having spent \$500,000 in Federal, State, and private insurance TAX DOLLARS and be totally dependent on therapist. AND THEN KICKED OUT WHEN THE INSURANCE IS GONE.

The therapists that practice these unproven and unsafe therapies are guilty of patient fraud as well as government, state, and private insurance fraud.

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They are also guilty of not having patients sign Informed Consent Form stating to the patient before therapy begins that alternative therapies are available that are much safer and less expensive and do not contradict the AMA statement that has warned against RMT for the last 10 years.

Mention that even Slimfast or any over-the-counter purchase must first be proved safe and effective. BEFORE it is released for public consumption.

Show the article that states the Federal Budget

Office estimates that \$90 Billion annually is spent on psychiatric fraud to Medicare, Medicaid, and

Champus, and much of that fraudulent money is

paid out to therapists and hospitals for this Therapy.

Show them the articles about Texas passing laws

against psychiatric fraud and show them the article

(The one with the picture of Zaffrini & Moncrief)

and congratulate them on passing such sweeping

legislation against psychiatric fraud last session.

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Show them Zaffirini's letter to me and tell them that after thorough investigation, This is same Senate Committee that made the entire nation aware of the rampant fraud and abuse in psychiatry last session, and that Senator Zaffirini, has personally reviewed all evidence about these new therapies, and she has decided to make this her major priority behind Medicaid for the 1995 Legislative session.

She recognises this is part of a much bigger problem of mental health fraud and abuse and the nation has just seen the "tip of the iceberg"

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Sometime by November 15th the final draft of our model bill will be pre-filed by the Senate Committee and will be one of the first to be approved as a pending new law. I have already made sure that the Speaker of the House will bring it to the floor for a vote and I have also successfully sold the plan to the Lt. Governor, Bob Bullock. Without this approval by the Speaker and the Lt. Gov., it could be blocked from making it to the floor to be voted upon. It's a courtesy, but needed.

1995 Texas Legislature Calendar

We will continue to lobby long and hard all through the month of January, February. In mid- February the 1995 Session begins and each committee will have hearings on any bill that they are considering enacting into law.

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There will be many "Headline Grabbing" Bills that will get most of the press, like casino gambling, teachers salaries, etc., we want to keep ours as quiet as possible, so we do not get the opposition out in force.

I will receive about 10 days notice before the FMS bill comes up for discussions at the hearings of the Senate Committee on Health and the House Committee on Human Services.

At the hearings, we will have about 20-25 witnesses ready to testify (families & recanters with most compelling stories and people that can articulate their story in 5 minutes. We will have to select who will appear long in advance and have backups in case someone we have selected has to cancel.

We will also need 10 Expert Witnesses lined up, of which only five will probably be called. We should have a 48 hour notice to have time to get to Austin, so all those that we select will be on a standby alert for about a week, waiting to get that phone call to come in a hurry.

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The great thing about our arrangement is we get to stack the witnesses, because we get to name who will be testifying.

After the hearings are over and our bill has been approved and ready to be sent to the floor for a vote, we will still lobby the general membership of both Houses and make sure we didn't miss anyone with our story.

Depending on the order it is placed, I think it will be early in the session, because of the early prefiling date in November. I will check and let everyone know.

I just checked the dates that Chris Barden's Child Emergency Care Bill passed in the 1993 Legislature, and it was signed and passed by the House on May 14th and by the Senate on May 22nd. But I will find out in greater detail about the timing for all this.

The suspense of a three month wait after the hearings is rather frightening, like giving birth to an elephant

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Suggestions on Materials to be given to each Legislator that he/she will not forget.

Comment: We have so many positive press releases and other sales tools you can use in mailers (Ramona, NME, AMA) with more coming each day. A Real Treasure Trove.

***Please use the Barden tape with the Paul Harvey AMA announcement, it says it all. Be very careful to spend all the time possible to tell your own compelling story. You are their neighbors and constituents. It might be them next time. Don't give too much literature that they start to glaze over.*

Suggestions for Video and other Sales Aids

Any top three or four video's in your group library will work fine. There are so many good ones you can't miss. Tell them the Senate Committee on Health (Attn: Tim Schauer - Has complete library)

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Magazine article for Texas and all States

1. "Time Magazine" - (Section One of my Senate Committee presentation that each of you have received.
2. "Esquire" Article - Smith family case.
- 2a "Readers Digest" - same story (condensed)
July 1994 issue
3. "Texas Monthly"
4. "Skeptic" Magazine.

Take your own choice among many magazines

Scientific Journal's to have on hand for verification of facts.

1. "The AMA Magazine" in 1985 telling that repressed memory was harmful. (Section One of my Senate Presentation)
2. "Harvard Journal of Legislation"- Barden (Section Two of Senate Presentation.
3. "Reasons for Malpractice in Psychology"- Terrence Campbell - (Section Three- Senate Presentation)

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Top Newspaper Subjects to Use

1. **Ramona Verdict (FMS Newsletter)**
2. **AMA statement (Starter Kit Supplement)**
3. **NME Settlements (Starter Kit Supplement)**
4. **Wall Street Journal- "Modern Witch Hunt-Child Abuse - Richard Gardner (Section 3 Senate)**
5. **All articles about Texas Psychiatric Fraud Case and all articles about mental health fraud.**

****Just take your pick of your favorites but remembers the major theme we are educating them on is Patient and Insurance Fraud and Informed Consent Laws.**